

ESTTA Tracking number: **ESTTA107388**

Filing date: **11/01/2006**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Playboy Enterprises International, Inc.
Granted to Date of previous extension	11/01/2006
Address	680 N. Lake Shore Drive Chicago, IL 60611 UNITED STATES
Attorney information	Michele McCoy Playboy Enterprises International, Inc. 680 N. Lake Shore Drive Chicago, IL 60611 UNITED STATES uspto@playboy.com Phone:312-751-8000

Applicant Information

Application No	78722186	Publication date	07/04/2006
Opposition Filing Date	11/01/2006	Opposition Period Ends	11/01/2006
Applicant	Souza, Paul 29 Maple St. Attleboro Falls, MA 02763 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. All goods and services in the class are opposed, namely: Series of Musical sound recordings and musical video recordings, both recorded on CDs and DVDs, and pre-recorded CD's and DVD's featuring music
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Attachments	arguments.pdf (6 pages)(1312865 bytes) PLAYBOY Reg. No. 1886578.pdf (2 pages)(31948 bytes) PLAYBOY Reg. No. 1393914.pdf (3 pages)(32221 bytes) PLAYBOY EXPOSED Reg. No. 2631495.pdf (1 page)(16307 bytes) PLAYBOY CENTERFOLD Reg. No. 2260234.pdf (1 page)(23313 bytes) PLAYBOY'S Reg. No. 1733661.pdf (1 page)(18028 bytes) PLAYBOY TV Reg. No. 2190905.pdf (1 page)(19729 bytes) PLAYBOY LOUNGE Reg. No. 2567100.pdf (1 page)(17098 bytes) PLAYBOY X-TREME TEAM Reg. No. 2535629.pdf (1 page)(31178 bytes) PLAYBOY Reg. No. 2482255.pdf (1 page)(21156 bytes) PLAYBOY BACHELOR PARTY Reg. No. 2537924.pdf (1 page)(29294 bytes) PLAYBOY.COMVERSATION Reg. No. 2538068.pdf (1 page)(24132 bytes)
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	PLAYBOY Reg. No. 2631654.pdf (1 page)(15291 bytes) PLAYBOYTV CLUB 2894179.pdf (1 page)(24268 bytes) PLAYBOY RADIO Reg. No. 2778583.pdf (1 page)(18314 bytes) PLAYBOYPLUS Reg. No. 2802036.pdf (1 page)(24962 bytes) PLAYBOY TV JUKEBOX Reg. No. 2822730.pdf (1 page)(351003 bytes) PLAYBOY TV JUKEBOX Reg. No. 2906287.pdf (1 page)(362185 bytes) PLAYBOY(RHD)DAILY Reg. No. 3075930.pdf (1 page)(25601 bytes) PLAYBOY Reg. No. 3115167.pdf (1 page)(18448 bytes) PLAYBOY JAZZ FESTIVAL Reg. No. 1279832.pdf (3 pages)(50703 bytes)
Signature	/Michele McCoy/
Name	Michele McCoy
Date	11/01/2006

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of trademark application Serial No. 78722186
Filed on September 28, 2005
For the mark VELVETEEN PLAYBOYS
Published in the Official Gazette on July 4, 2006

PLAYBOY ENTERPRISES INTERNATIONAL, INC.,

Opposer,

v.

PAUL SOUZA

Applicant.

NOTICE OF OPPOSITION

Pursuant to Sections 2(d), 43(c) and 13(a) of the Lanham Act, 15 U.S.C. §§ 1052(d), 1125(c) and 1063(a), respectively, Playboy Enterprises International, Inc. ("Opposer" or "Playboy") hereby opposes application Serial No. 78722186 seeking registration of the mark VELVETEEN PLAYBOYS, filed by Paul Souza ("Applicant"). Opposer believes it will be damaged by registration of the mark shown in the above-referenced application. The grounds for opposition are as follows:

1. Playboy Enterprises International, Inc. is a corporation organized and existing under the laws of the State of Delaware, with a business address of 680 North Lake Shore Drive, Chicago, Illinois 60611.

2. Opposer is a brand-driven, international multimedia entertainment company that publishes PLAYBOY magazine in the United States and in 22 countries around the world; operates PLAYBOY television network and distributes programming via home video and DVD globally; licenses the PLAYBOY trademarks in the United States and internationally for a range of entertainment services and consumer products; and operates PLAYBOY.com, a leading men's lifestyle and entertainment website on the Internet, as well as several other subscription websites.

3. Playboy, directly and through its licensees and retailers, has used and continues to use the PLAYBOY mark in connection with a wide variety of products and services.

4. For more than 50 years, Playboy has extensively marketed the PLAYBOY trademark as a symbol for its quality entertainment services. Over the years PLAYBOY has expanded the goods and services offered under its PLAYBOY mark to include a wide range of consumer goods, including CDs and DVDs. Opposer has built up a valuable reputation and tremendous goodwill in the PLAYBOY mark such that the PLAYBOY mark has become famous as a source-identifier for Opposer.

5. The PLAYBOY mark has received widespread public recognition as an icon for a wide variety of Opposer's goods and services.

6. The PLAYBOY mark has been judicially recognized as being famous, since long before Applicant filed its application to register Applicant's mark on September 28, 2005. *See e.g.: Playboy Enters. v. Baccarat Clothing Co., Inc.*, 692 F.2d 1272, 1274 (9th Cir. 1982) (finding "PLAYBOY and RABBIT HEAD design trademarks are strong and distinctive and have acquired great fame"); *Playboy Enters. v. Asiafocus Int'l*, 1998 U.S.

Dist. LEXIS 10359 (E.D. Va. 1998). Additional cases also recognize the well-known nature of the PLAYBOY mark. *See Playboy Enters., Inc. v. Chuckleberry Pub., Inc.*, 687 F.2d 563, 566-67 (2d Cir. 1982); *Playboy Enters. v. Universal Tel-A-Talk, Inc.*, 1998 U.S. Dist. LEXIS 17282 (E.D. Pa. 1998); *Playboy Enters. v. Webbworld Inc.*, 991 F. Supp. 543 (N.D. Tx. 1997); *Playboy Enters., Inc. v. Frena*, 839 F. Supp. 1552, 1560 (M.D.Fla. 1993), *superceded by statute in part*; *Playboy Enters., Inc. v. P. K. Sorren Export Co. Inc.*, 546 F. Supp. 987, 994 (D.C.Fla. 1982).

7. Opposer is the owner of, among others, the following U.S. trademark registrations for its famous PLAYBOY trademark:

<u>Registered Mark</u>	<u>Registration No.</u>
PLAYBOY	1886578
PLAYBOY	1393914
PLAYBOY EXPOSED	2631495
PLAYBOY CENTERFOLD	2260234
PLAYBOY'S	1733661
PLAYBOY TV	2190905
PLAYBOY LOUNGE	2567100
PLAYBOY X-TREME TEAM	2535629
PLAYBOY	2482255
PLAYBOY BACHELOR PARTY	2537924
PLAYBOY.COMVERSATION	2538068
PLAYBOY	2631654
PLAYBOYTV CLUB	2894179

PLAYBOY RADIO	2778583
PLAYBOYPLUS	2802036
PLAYBOY TV JUKEBOX	2822730
PLAYBOY TV JUKEBOX	2906287
PLAYBOY(RHD)DAILY	3075930
PLAYBOY	3115167
PLAYBOY JAZZ FESTIVAL	1279832

Copies of Registration Certificates for the above-mentioned marks are attached as Exhibit 1.

8. As a result of the exceedingly valuable reputation and tremendous goodwill Opposer has developed in connection with the PLAYBOY mark as described in the above paragraphs ("Opposer's Mark"), PLAYBOY is now famous under Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c) in connection with Opposer's entertainment services and in connection with a variety of Opposer's goods and services.

9. On information and belief, Applicant is an individual with United States citizenship whose address is 29 Maple Street, Attleboro Falls, Massachusetts 02763.

10. On September 28, 2005, Applicant filed intent-to-use application Serial No. 78722186 ("Applicant's Mark"), to register the mark VELVETEEN PLAYBOYS for a "Series of Musical sounds recordings and musical video recordings, both recorded on CDs and DVDs, and pre-recorded CD's and DVD's featuring music" in International Class 9 ("Applicant's Goods").

11. Applicant's Mark, when used on or in connection with Applicant's Goods, is likely to cause confusion, mistake or deception as to the origin of Applicant's Goods

under Section 2(d) of the Trademark Act, 15 U.S.C. § 1052(d). Among other things, use and registration by Applicant of Applicant's Mark in connection with Applicant's Goods is likely to (i) give rise to the mistaken belief by members of the public that Applicant's Goods originate from or are in some way associated with Opposer, Opposer's Mark and/or the goods and services that Opposer offers under Opposer's Mark; and (ii) cause members of the public to be confused and deceived as to source, origin, affiliation and sponsorship of Applicant's Goods offered in connection with Applicant's Mark. Accordingly, if Applicant is permitted to register Applicant's Mark for Applicant's Goods, Opposer will be damaged within the meaning of 15 U.S.C. § 1063.

12. Additionally, Applicant's use and registration of Applicant's Mark in commerce is likely to cause dilution of Opposer's famous PLAYBOY mark under 15 U.S.C. § 1125(c). Accordingly, if Applicant is permitted to register Applicant's mark Opposer will be damaged within the meaning of 15 U.S.C. § 1063.

13. Applicant's Mark should be refused registration under Sections 2(d) and 43(c) of the Trademark Act, 15 U.S.C. §§ 1052(d) and 1125(c) respectively.

WHEREFORE, Opposer respectfully prays that the Trademark Trial and Appeal Board sustain its Notice of Opposition and refuse registration of Applicant's Mark.

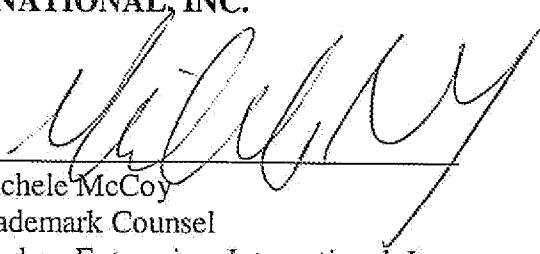
Please charge the required fee for this Notice of Opposition to Deposit Account No. 16-2117.

Dated: November 1, 2006

Respectfully submitted,

**PLAYBOY ENTERPRISES
INTERNATIONAL, INC.**

By: _____


Michele McCoy

Trademark Counsel

Playboy Enterprises International, Inc.

680 N. Lake Shore Drive

Chicago, Illinois 60611

Tel: (312) 373-2307

Fax: (312) 266-2042

mmccoy@playboy.com

Int. Cl.: 9

Prior U.S. Cls.: 26 and 38

United States Patent and Trademark Office

Reg. No. 1,886,578

Registered Mar. 28, 1995

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

**PLAYBOY ENTERPRISES, INC. (DELAWARE
CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611**

**FIRST USE 6-24-1994; IN COMMERCE
6-24-1994.**

SN 74-400,744, FILED 6-10-1993.

**FOR: PRERECORDED CD-ROMS FEATUR-
ING INTERVIEWS AND PHOTOSHOOTS, IN
CLASS 9 (U.S. CLS. 26 AND 38).**

**DOMINIC J. FERRAIUOLO, EXAMINING AT-
TORNEY**

Side - 1



**NOTICE OF ACCEPTANCE OF §8
DECLARATION AND §9 RENEWAL
MAILING DATE: Apr 28, 2005**

The declaration and renewal application filed in connection with the registration identified below meets the requirements of Sections 8 and 9 of the Trademark Act, 15 U.S.C. §§1058 and 1059. The declaration is accepted and renewal is granted. The registration remains in force.

For further information about this notice, visit our website at: <http://www.uspto.gov>. To review information regarding the referenced registration, go to <http://tarr.uspto.gov>.

REG NUMBER: 1886578
MARK: PLAYBOY
OWNER: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Side - 2

UNITED STATES PATENT AND TRADEMARK OFFICE
COMMISSIONER FOR TRADEMARKS
P.O. BOX 1451
ALEXANDRIA, VA 22313-1451

FIRST-CLASS MAIL
U.S POSTAGE
PAID

JULIE M BROWN
PLAYBOY ENTERPRISES INTERNATIONAL INC
680 N LAKE SHORE DR
CHICAGO, IL 60611

Int. Cl.: 9

Prior U.S. Cl.: 21

United States Patent and Trademark Office **Reg. No. 1,393,914**
Registered May 20, 1986

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES, INC. (DELAWARE
CORPORATION)
919 N. MICHIGAN AVENUE
CHICAGO, IL 60611

FIRST USE 9-6-1982; IN COMMERCE
9-6-1982.

SER. NO. 563,849, FILED 10-18-1985.

FOR: PRE-RECORDED VIDEO CASSETTES,
IN CLASS 9 (U.S. CL. 21).

JODY HALLER DRAKE, EXAMINING ATTOR-
NEY



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

REGISTRATION NO: 1393914 SERIAL NO: 73/563849 MAILING DATE: 08/11/2006
REGISTRATION DATE: 05/20/1986
MARK: PLAYBOY
REGISTRATION OWNER: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

CORRESPONDENCE ADDRESS:

Michele McCoy
680 N. Lake Shore Dr.,
Chicago, Illinois 60611

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):

009.

AUSTIN, DANA DIONNE
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION**

ORIGINAL

REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION

D) SECTION 8: AFFIDAVIT OF CONTINUED USE

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

II) SECTION 9: APPLICATION FOR RENEWAL

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

Failure to file the Application for Renewal will result in the expiration of the registration.

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,631,495

Registered Oct. 8, 2002

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY EXPOSED

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FIRST USE 11-2-2001; IN COMMERCE 11-2-2001.

OWNER OF U.S. REG. NOS. 600,018, 2,538,068 AND
OTHERS.

FOR: PRE-RECORDED VIDEOS, DVD'S, CD-
ROM'S AND DISCS FEATURING ADULT ENTER-
TAINMENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND
38).

SER. NO. 76-349,401, FILED 12-17-2001.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cls.: 9 and 16

**Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38
and 50**

Reg. No. 2,260,234

United States Patent and Trademark Office

Registered July 13, 1999

**TRADEMARK
PRINCIPAL REGISTER**

PLAYBOY CENTERFOLD

**PLAYBOY ENTERPRISES, INC. (DELAWARE
CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611**

**FOR: PRE-RECORDED VIDEOTAPES, CD-
ROMS AND COMPUTER SOFTWARE FEATUR-
ING ADULT ENTERTAINMENT, IN CLASS 9
(U.S. CLS. 21, 23, 26, 36 AND 38).**

**FIRST USE 11-0-1985; IN COMMERCE
11-0-1985.**

**FOR: COLLECTIBLE CARDS FEATURING
PHOTOGRAPHS OF FEMALE MODELS FOR**

**ADULT ENTERTAINMENT, IN CLASS 16 (U.S.
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).**

**FIRST USE 5-0-1993; IN COMMERCE
5-0-1993.**

**OWNER OF U.S. REG. NOS. 600,018, 2,114,146
AND OTHERS.**

SEC. 2(F) AS TO "CENTERFOLD".

SER. NO. 75-250,901, FILED 3-3-1997.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,733,661

Registered Nov. 17, 1992

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY'S

PLAYBOY ENTERPRISES, INC. (DELAWARE
CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: ENTERTAINMENT SERVICES;
NAMELY, PRESENTATION OF SHOWS WITH
MUSICAL AND COMEDY REVUES FEATUR-
ING SINGING, DANCING AND OTHER VARI-

ETY ENTERTAINMENT, IN CLASS 41 (U.S. CL.
107).

FIRST USE 9-0-1985; IN COMMERCE
9-0-1985.

SER. NO. 74-132,604, FILED 1-23-1991.

ANDREW D. LAWRENCE, EXAMINING AT-
TORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,190,905

Registered Sep. 22, 1998

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY TV

**PLAYBOY ENTERPRISES, INC. (DELAWARE
CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611**

**FOR: PRODUCTION AND DISTRIBUTION
OF TELEVISION PROGRAMS DISTRIBUTED
BY TELEVISION AND SATELLITE TELEVI-
SION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).**

**FIRST USE 4-0-1993; IN COMMERCE
4-0-1993.**

**OWNER OF U.S. REG. NOS. 600,018, 1,997,034
AND OTHERS.**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TV", APART FROM THE
MARK AS SHOWN.**

SER. NO. 75-344,894, FILED 8-21-1997.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,567,100

Registered May 7, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY LOUNGE

**PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611**

FIRST USE 11-1-2000; IN COMMERCE 11-1-2000.

SER. NO. 76-198,036, FILED 1-23-2001.

**FOR: ENTERTAINMENT SERVICES, NAMELY,
PROVIDING AN ONLINE WEBSITE FEATURING
PRE-RECORDED MUSIC, IN CLASS 41 (U.S. CLS.
100, 101 AND 107).**

KELLY CHOE, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,535,629

Registered Feb. 5, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY X-TREME TEAM

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: ARRANGING AND CONDUCTING SPORT-
ING, HEALTH AND FITNESS EVENTS AND COM-
PETITIONS, NAMELY, ADVENTURE RACING,
CYCLING, HIKING, VOLLEYBALL, SWIMMING,
SNOW SKIING, SNOW BOARDING, RUNNING, IN-
LINE SKATING, JET SKIING, KICK BOXING,
GOLFING AND AEROBICS; ENTERTAINMENT
SERVICES, NAMELY, PERSONAL APPEARANCES
BY FEMALE MODELS PARTICIPATING IN ATH-
LETIC EVENTS, NAMELY, ADVENTURE RACING,
CYCLING, HIKING, VOLLEYBALL, SWIMMING,
SNOW SKIING, SNOW BOARDING, RUNNING, IN-

LINE SKATING, JET SKIING, KICK BOXING,
GOLFING AND AEROBICS, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 5-0-1998; IN COMMERCE 5-0-1998.

OWNER OF U.S. REG. NO. 2,043,761.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "EXTREME TEAM", APART FROM
THE MARK AS SHOWN.

SER. NO. 75-928,939, FILED 2-25-2000.

YONG KIM, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,482,255

Registered Aug. 28, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: ENTERTAINMENT SERVICES, NAMELY,
ORGANIZING SPORTING EVENTS, IN CLASS 41
(U.S. CLS. 100, 101 AND 107).

FIRST USE 5-0-2000; IN COMMERCE 5-0-2000.

OWNER OF U.S. REG. NO. 2,043,761.

SER. NO. 76-108,684, FILED 8-11-2000.

YONG KIM, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,537,924

Registered Feb. 12, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY BACHELOR PARTY

**PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611**

**OWNER OF U.S. REG. NOS. 600,018, 2,361,962 AND
OTHERS.**

**FOR: ENTERTAINMENT SERVICES, NAMELY,
PROVIDING AN ONLINE WEBSITE FEATURING
IMAGES OF FEMALE MODELS, ADULT THEMED
TOPICS AND NEWS RELATING TO FASHION,
ENTERTAINMENT, HEALTH, SPORTS, MUSIC,
LIFESTYLE AND OTHER TOPICS OF GENERAL
INTEREST, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "BACHELOR PARTY", APART
FROM THE MARK AS SHOWN.**

SER. NO. 76-116,787, FILED 8-24-2000.

FIRST USE 8-16-2000; IN COMMERCE 8-16-2000.

YONG KIM, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,538,068

Registered Feb. 12, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY.COMVERSATION

**PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611**

**FOR: ENTERTAINMENT SERVICES, NAMELY,
INTERVIEWS OF CELEBRITIES AND FAMOUS
PERSONALITIES OFFERED OVER A GLOBAL
COMPUTER NETWORK , IN CLASS 41 (U.S. CLS.
100, 101 AND 107).**

FIRST USE 11-17-2000; IN COMMERCE 11-17-2000.

**OWNER OF U.S. REG. NOS. 1,744,466, 2,361,962
AND OTHERS.**

SER. NO. 76-191,127, FILED 1-8-2001.

YONG KIM, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,631,654

Registered Oct. 8, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

OWNER OF U.S. REG. NOS. 600,018, 2,538,068 AND
OTHERS.

FOR: ENTERTAINMENT SERVICES, NAMELY
CASINO SERVICES, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

SER. NO. 76-366,684, FILED 2-1-2002.

FIRST USE 8-29-2001; IN COMMERCE 8-29-2001.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,894,179

Registered Oct. 19, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOYTV CLUB

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

OWNER OF U.S. REG. NOS. 1,733,661, 2,605,118
AND OTHERS.

FOR: ENTERTAINMENT SERVICES, NAMELY,
PROVIDING A SUBSCRIPTION WEB SITE FEATUR-
ING ADULT VIDEOS, RELATED FILM CLIPS,
PHOTOGRAPHS, AND OTHER MULTIMEDIA MA-
TERIALS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CLUB", APART FROM THE MARK
AS SHOWN.

SER. NO. 76-419,768, FILED 6-12-2002.

FIRST USE 6-6-2002; IN COMMERCE 6-6-2002.

SHARI SHEFFIELD, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 2,778,583

Registered Oct. 28, 2003

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY RADIO

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: ENTERTAINMENT SERVICES, NAMELY,
PRESENTATION OF A CONTINUING ADULT EN-
TERTAINMENT RADIO SHOW, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

FIRST USE 9-3-2002; IN COMMERCE 9-3-2002.

OWNER OF U.S. REG. NOS. 600,018, 2,637,350,
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "RADIO", APART FROM THE
MARK AS SHOWN.

SN 76-434,097, FILED 7-25-2002.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,802,036

Registered Jan. 6, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOYPLUS

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

ARTICLES FEATURING CURRENT EVENTS,
SHORT STORIES, CELEBRITY INTERVIEWS AND
ADVICE COLUMNS, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FOR: ENTERTAINMENT SERVICES, NAMELY
PROVIDING A SUBSCRIPTION WEBSITE FEATUR-
ING- IMAGES, ARTICLES AND VIDEO FOOTAGE
RELATING TO FEMALE MODELS, ONLINE RE-
VIEWS OF MOVIES, BOOKS, RESTAURANTS, MU-
SIC, TELEVISION AND COMPUTER GAMES,

FIRST USE 11-4-2002; IN COMMERCE 11-4-2002.

SER. NO. 76-485,196, FILED 1-27-2003.

MIDGE BUTLER, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,822,730

Registered Mar. 16, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY TV JUKEBOX

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TV JUKEBOX", APART FROM
THE MARK AS SHOWN.

FOR: ENTERTAINMENT SERVICES, NAMELY
PROVIDING A WEBSITE FEATURING VIDEO
CLIPS OF ADULT CONTENT, IN CLASS 41 (U.S.
CLS. 100, 101 AND 107).

SER. NO. 76-505,441, FILED 4-10-2003.

FIRST USE 2-1-2003; IN COMMERCE 2-1-2003.

TRACY FLETCHER, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,906,287

Registered Nov. 30, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY TV JUKEBOX

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 NORTH LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: ENTERTAINMENT SERVICES, NAMELY
AN ONLINE SUBSCRIPTION SERVICE PROVIDING
STREAMING VIDEO CLIPS FEATURING ADULT
ENTERTAINMENT, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 2-14-2003; IN COMMERCE 2-14-2003.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TV JUKEBOX", APART FROM
THE MARK AS SHOWN.

SER. NO. 78-246,602, FILED 5-7-2003.

GLENN CLARK, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,075,930

Registered Apr. 4, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY  DAILY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

FOR: ENTERTAINMENT SERVICES, NAMELY
PROVIDING AN ON-LINE SUBSCRIPTION SER-
VICE FEATURING ADULT-THEMED DISCUS-
SIONS, IMAGES AND VIDEO CLIPS OF FEMALE
MODELS, JOKES, CARTOONS AND NEWS RELA-
TED TO ART, FASHION, SPORTS, MUSIC AND
RESTAURANTS, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

FIRST USE 9-14-2004; IN COMMERCE 9-14-2004.

OWNER OF U.S. REG. NOS. 2,593,763, 2,906,287
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "DAILY", APART FROM THE
MARK AS SHOWN.

THE MARK CONSISTS OF A RABBIT HEAD
DESIGN BETWEEN THE WORDS PLAYBOY AND
DAILY.

SER. NO. 78-491,817, FILED 9-29-2004.

MATTHEW PAPPAS, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

United States Patent and Trademark Office

Reg. No. 3,115,167

Registered July 11, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

PLAYBOY

PLAYBOY ENTERPRISES INTERNATIONAL,
INC. (DELAWARE CORPORATION)
680 N. LAKE SHORE DRIVE
CHICAGO, IL 60611

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

FOR: ENTERTAINMENT SERVICES, NAMELY
PROVIDING ADULT PROGRAMMING VIA WIRE-
LESS SERVICES, IN CLASS 41 (U.S. CLS. 100, 101
AND 107).

SN 78-478,179, FILED 9-2-2004.

FIRST USE 10-12-2005; IN COMMERCE 10-12-2005.

CAROLYN GRAY, EXAMINING ATTORNEY

Int. Cls.: 16, 25 and 41

Prior U.S. Cls.: 38, 39 and 107

United States Patent and Trademark Office

Reg. No. 1,279,832

Registered May 29, 1984

**TRADEMARK
SERVICE MARK
Principal Register**



Playboy Enterprises, Inc. (Delaware corporation)
919 N. Michigan Ave.
Chicago, Ill. 60611

For: POSTERS AND BROCHURES, in CLASS 16 (U.S. Cl. 38).

First use Dec. 1979; in commerce Dec. 1979.

For: ACTIVE SPORTSWEAR—NAMELY, GYM SHORTS, SWEAT SHIRTS, SWEAT PANTS, SHORTS, SHIRTS, CAPS, SUN VISORS AND JACKETS, in CLASS 25 (U.S. Cl. 39).

First use Dec. 1979; in commerce Dec. 1979.

For: ENTERTAINMENT SERVICES—NAMELY, CONDUCTING JAZZ FESTIVALS AND

CONCERTS, in CLASS 41 (U.S. Cl. 107).

First use Dec. 1979; in commerce Dec. 1979.

Owner of U.S. Reg. Nos. 769,702, 1,242,927 and others.

No claim is made to the exclusive right to use "Jazz Festival", apart from the mark as shown.

Ser. No. 415,751, filed Mar. 4, 1983.

AMOS T. MATTHEWS, JR., Examining Attorney



UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451
www.uspto.gov

REGISTRATION NO: 1279832 SERIAL NO: 73/415751 MAILING DATE: 07/29/2005
REGISTRATION DATE: 05/29/1984
MARK: PLAYBOY JAZZ FESTIVAL AND DESIGN
REGISTRATION OWNER: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

CORRESPONDENCE ADDRESS:

MICHELE MCCOY
PLAYBOY ENTERPRISES INT'L, INC.
680 N. LAKE SHORE DR.
CHICAGO, IL 60611

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1059.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES):

016, 041, 025.

RICE, GREGGRY A
PARALEGAL SPECIALIST
POST-REGISTRATION DIVISION
571-272-9500

**PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION
CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION**

ORIGINAL

REQUIREMENTS FOR MAINTAINING A FEDERAL TRADEMARK REGISTRATION

D) SECTION 8: AFFIDAVIT OF CONTINUED USE

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. Sec. 1058, at the end of each successive 10-year period following the date of registration.

Failure to file the Section 8 Affidavit will result in the cancellation of the registration.

II) SECTION 9: APPLICATION FOR RENEWAL

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. Sec. 1059, at the end of each successive 10-year period following the date of registration.

Failure to file the Application for Renewal will result in the expiration of the registration.

NO FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS WILL BE SENT TO THE REGISTRANT BY THE PATENT AND TRADEMARK OFFICE. IT IS RECOMMENDED THAT THE REGISTRANT CONTACT THE PATENT AND TRADEMARK OFFICE APPROXIMATELY ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.